

M 947
MAY 29 1917

Synopsis of film produced for the Grand Rapids
Show Case Co., entitled "Lost Motion in Selling
Under Old Time Methods."

This film was produced for the purpose of demonstrating to department store managers the value to them of up to date store fixtures, It contrasts the old methods with the new and shows the serious handicaps under which salespeople work, poor service to customers, the loss of time and poor display facilities of the old fashioned show cases. In the latter part of the film the advantages of better service to customers, better display facilities and the saving of time, are shown; these fixtures being manufactured by the Grand Rapids Show Case Company of Grand Rapids, Mich.

Grand Rapids Show Case Co. - Merchandising Film

Reel 1.

1. Lost Motion in selling under old-time methods.
2. Muslin Underwear Dept., of the Alms & Doepke Co. Cincinnati.
3. No display here to Induce Shopping.
4. Sales people work under serious handicap and render poor service to customers
5. To save time, salespeople show new goods first.
6. Customer naturally buys New Goods, leaving old stock to depreciate.
7. Even price reductions will not move old stock unless shown
8. Better display, better service and better kept stock in this New Way Dept. of Paul Steketee & Sons
9. Stock boxes entirely eliminated - complete stock quickly accessible.
10. Old stock is shown with the New Reducing Depreciation at least 50%
11. At 1% Depreciation on a \$100,000 Volume would be \$1000. Hence a saving of \$500 on this one item.
12. Customer is show 30 gowns in 1½ minutes. From stock boxes this would require 5 minutes.
13. 4 Salespeople can easily do the work of six a saving of 33 1/3%
14. At 5% Clerk Hire on a \$100,000 Volume would be \$5000 At 33 1/3% saving would mean \$1666.66
15. Hosiery Department of the Alms & Doepke Co. Cincinnati
16. Such service does not attract trade.
17. Much "Lost Motion" in this Department
18. Clerks cannot locate stock wanted.
19. A Sale lost because of Poor Stock keeping methods multiplied daily by several departments means a big loss in Volume
20. Stock boxes entirely eliminated - Service Increased - Depreciation reduced to a minimum
21. A definite knowledge of stock prevents over-buying. A quick mental inventory at a glance
22. The "Turnover" here is naturally better because of these features.
23. 28 feet of buttons and only the front row of shallow boxes accessible.
24. Tiresome work for shoppers as well as for sales people.
25. More time required for stockkeeping than for selling
26. New Way Button Department of the Fraser Dry Goods Co. Brockton. One-third more stock shown in 16 ft.
27. Stock at rear of 24 inch drawer more accessible than front row of boxes of old system.
28. An extra toilet goods sale as a Result of Display
29. The display feature has greatly increased sales in this department of the J. L. Hudson Co. Detroit.
30. Ribbon Dept. of J. L. Hudson Co.
31. Stock display behind dust-proof glass doors.
32. A quick mental inventory of entire stock at a glance.
33. Remarkably quick service in this ~~quick~~ Ribbon Department of a former Claflin store.
34. Knitted Underwear Department of Alms & Doepke Cincinnati, Ohio
35. Congestion in this Department so Great that little counter space is available for selling.
36. Such service "Repels" instead of "Attracts" the customer
37. Knitted Underwear Department of Paul Steketee & Sons. Note complete absence of Unsightly Stock boxes.
38. Reserve stock quickly accessible.
39. Economy of space a tremendous feature here,

Reel #2 - Grand Rapids Show Case Co.

1. Display, Accessibility and Efficiency of Service are Features of this New Way Glove Department of Paul Steketee & Sons
2. Maximum Speed connected with each transaction
3. Complete Sale made in 25 seconds
4. New Way Glove Department of J. L. Hudson Co. Detroit, One of the busiest in the country,
5. Individual Sales Records often Exceed \$300 per day
6. Capacity for 2500 doz. gloves, with 204 gloves on display protected behind glass.
7. The display frequently holds a customer when salespeople are busy
8. Economy of space lessens overhead burden of department
9. Same stock transferred into One Unit saving two-thirds of space.
10. At Average rental of 3% the savint is \$100 on a \$100,000 volume.
11. All stock arranged according to Style, Size or Price - quickly accessible and protected behind glass.
12. No hunting through broken, dusty boxes - no lost motion
13. Enroute to elevator, customer is attracted by display adding further to the volume of this department
14. Section of New Way Leather Goods Department of the J. L. Hudson Co.
15. Note automatic selling influence of display
16. This New Way Sporting Goods Department of The Hub, Chicago, creates much extra business through suggestion.
17. The Trade Compelling influence of these High Class Appointments has increased business for The Hub
18. New Way Methods have greatly reduced the Overhead for the Lazarus Company, Columbia, Ohio.
19. The same methods have meant increased volume in the Men's Furnishings Dept. of the J. L Hudson Co. Detroit.
20. The confusion in this department is not condusive to buying.
21. Clerks walk 50 feet to stock room while customer "waits"
22. 5 trips mean 500 feet walked
23. Stock Girl constantly gathering up stock - annoying to customer.
24. Customer walks 50 feet to mirror

Reel #3 - Grand Rapids Show Case Co.

1. Stock rooms replaced by revolving wardrobes
2. Customer is shown five or six garments to one under stock room custom
3. When salespeople are busy customer does not become impatient
4. Three salespeople show 40 garments in less than three minutes.
5. Work of keeping stock reduced to minimum
6. When stock is full, capacity of wardrobes is adequate - 150 dresses hung without crowding.
7. After one-third of stock has been removed.
8. Only 25 garments or one-sixth of stock remains, yet no depleted appearance
9. Simple to operate - easily accessible. Protection for stock.
10. NewWay revolving wardrobes used in Boys Department of the Wanamaker Store, Philadelphia,
11. Men's Clothing Department of Marshall Field & Co.
12. The New Way System is Standard.
13. New Way Units are easily and quickly assembled without interruption to business.
14. Departments can be moved over night or added to with uniform results.

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